

## ORDER



KLAS

Orders	Order / Rev:	35847	Primary AE:	Mike Jones
	Alt Order #:	08802016	Sales Office:	K-WAS
	Product Desc:	Issue	Sales Region:	National
	Estimate:	1199		
	Flight Dates:	10/09/12 - 10/15/12		
	Original Date / Rev:	05/16/12 / 10/05/12		
	Order Type:	GENERAL		

Agency	Name:	Great American Media	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Avenue NW	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	DCCC	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:10:00
	Product Codes:	PO4	Advertiser External ID:	
	Priority:	LV2	Agency External ID:	
	Revenue Codes:	AGY, POL, ISS		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	24	\$36,850.00	\$31,322.50	October 2012	24	\$36,850.00	\$31,322.50	0.00
					Totals	24	\$36,850.00	\$31,322.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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Order Share	Share	Total
KLAS	30%	\$36,850.00
Market	100%	\$122,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$30,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,141.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/09/12	10/15/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
8 NEWS NOW AT 5A															
Start Date		End Date		Weekdays	Spots/Week		Rate	Rating							
Week: 10/09/12		10/15/12		MTWTF--	1		\$1,000.00	0.00							
E 2	8	10/09/12	10/15/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 News Now 6a M-F															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NEWS NOW AT 6A																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/09/12		10/15/12		MTWTF--		2		\$1,200.00		0.00							
E 3	8	10/09/12	10/15/12	CBS This Morning	7-9a CM	7-9a		MTWTF--		:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
CBS THIS MORNING																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/09/12		10/15/12		MTWTF--		1		\$1,000.00		0.00							
E 4	8	10/13/12	10/13/12	CBS Early Show - Sat.	CM	5-7a		-----S-		:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
CBS THIS MORNING SATURDAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/08/12		10/14/12		-----S-		1		\$550.00		0.00							
E 5	8	10/14/12	10/14/12	8 News Now Sun AM	#1CM	8 News Now Sun A-----S			:30	1	\$500.00	LV2	0.00	NM	1	\$500.00	
8 News Now Sunday Morning- #1																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/08/12		10/14/12		-----S		1		\$500.00		0.00							
E 7	8	10/14/12	10/14/12	8 News Now Sun AM	#2CM	8 News Now Sun A-----S			:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00	
8 News Now Sunday Morning- #2																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/08/12		10/14/12		-----S		1		\$1,500.00		0.00							
E 8	8	10/09/12	10/15/12	Live w/Kelly	CM	9-10a		MTWTF--		:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
LIVE! WITH KELLY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/09/12		10/15/12		MTWTF--		1		\$850.00		0.00							
E 9	8	10/09/12	10/15/12	Price Is Right	CM	10-11a		MTWTF--		:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
PRICE IS RIGHT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/09/12		10/15/12		MTWTF--		1		\$3,500.00		0.00							
E 10	8	10/09/12	10/15/12	8 News Now Noon M-F	CM	12-1230p		MTWTF--		:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
8 News Now At Noon																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/09/12		10/15/12		MTwTF--		2		\$850.00		0.00							
E 11	8	10/09/12	10/15/12	Ellen	CM	3-4p		MTWTF--		:30	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
ELLEN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/09/12		10/15/12		MTWTF--		2		\$1,000.00		0.00							
E 12	8	10/09/12	10/15/12	8 News Now 4p M-F	CM	4-5p		MTWTF--		:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
8 News Now At 4PM & 430PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/09/12		10/15/12		MTWTF--		2		\$1,300.00		0.00							
E 13	8	10/09/12	10/15/12	8 News Now 5-630p M-FCM		5-630p		MTWTF--		:30	2	\$1,500.00	LV2	0.00	NM	2	\$3,000.00
8 News Now Rotation																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/09/12		10/15/12		MTWTF--		2		\$1,500.00		0.00							
E 14	8	10/13/12	10/13/12	8 News Now Sat 5-7p	CM	5-7p		-----S-		:30	1	\$800.00	LV2	0.00	NM	1	\$800.00
8 News Now At 5PM-SAT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/08/12		10/14/12		-----S-		1		\$800.00		0.00							
E 15	8	10/13/12	10/13/12	8 News Now Sat 5-7p	CM	5-7p		-----S-		:30	1	\$800.00	LV2	0.00	NM	1	\$800.00
8 News Now At 630PM-SAT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 10/08/12		10/14/12		-----S-		1		\$800.00		0.00							

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E 15	8	10/13/12	10/13/12	8	News Now Sat 5-7p	CM	5-7p		-----S--	:30	1	\$800.00	LV2	0.00	NM	1	\$800.00											
8 News Now Sat 5-7p (6:30 PM-7:00 PM)																												
8 NEWS NOW AT 630PM-SAT																												
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 10/08/12</td> <td>10/14/12</td> <td>-----S--</td> <td>1</td> <td>\$800.00</td> <td>0.00</td> </tr> </tbody> </table>																	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/08/12	10/14/12	-----S--	1	\$800.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																							
Week: 10/08/12	10/14/12	-----S--	1	\$800.00	0.00																							
E 18	8	10/15/12	10/15/12	Mon	8-9p	CM	8-9p		M-----	:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00											
Met Mother/Partners (8:00 PM-9:00 PM)																												
HOW I MET MOTHER/2 BRKE GRL																												
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 10/15/12</td> <td>10/21/12</td> <td>M-----</td> <td>1</td> <td>\$9,500.00</td> <td>0.00</td> </tr> </tbody> </table>																	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/15/12	10/21/12	M-----	1	\$9,500.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																							
Week: 10/15/12	10/21/12	M-----	1	\$9,500.00	0.00																							
E 19	8	10/09/12	10/15/12	8	News Now 11p	M-F	CM	11-1135p		MTWTF--	:30	1	\$2,200.00	LV1	0.00	NM	1	\$2,200.00										
8 News Now 11p M-F																												
8 NEWS NOW AT 11PM																												
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																							
Week: 10/09/12	10/15/12	MTWTF--	1	\$2,200.00	0.00																							
E 20	8	10/13/12	10/14/12	8	News Now 11p	Sa/SuCM	11-1135P		-----SS	:30	2	\$1,100.00	LV2	0.00	NM	2	\$2,200.00											
8 News Now Sa/Su 11p																												
8 NEWS NOW AT 11PM-WKND																												
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																							
Week: 10/08/12	10/14/12	-----SS	2	\$1,100.00	0.00																							
N21	8	10/09/12	10/09/12	8	News Now Noon	M-F	CM	12-1230p		-T-----	:30	1	\$750.00	LV2	0.00	NM	1	\$750.00										
8 News Now Noon M-F																												
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 10/08/12</td> <td>10/14/12</td> <td>-T-----</td> <td>1</td> <td>\$750.00</td> <td>0.00</td> </tr> </tbody> </table>																	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/08/12	10/14/12	-T-----	1	\$750.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																							
Week: 10/08/12	10/14/12	-T-----	1	\$750.00	0.00																							

Totals

24

\$36,850.00